



Management includes the following performance measures:

Category	Performance Measure	Key Performance Indicator	Service Level
Delivery	<i>Delivers on time and against strategic objectives</i>	<ol style="list-style-type: none">Advertising delivered on time and to the Schedule agreed with the Framework Public Body. Advert time schedules proposed for publishing all PINS/RAs would be required within 4 working days' notice with proofs for approval required within 48 hours after the request but preferable next day.	Receipt of draft recruitment advert for proofing – 90% within 48 hours of request.
	<i>Accuracy</i>	<ol style="list-style-type: none">Realistic plans and schedules prepared in accordance with the Framework Public Body's brief and in a timely manner so that approval booking deadlines can be met.Errors are rectified within 24 hours of notification.Monthly MI within 14 working days of month end	3. 100%

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Service	<i>Communication</i>	<ol style="list-style-type: none"> 1. Contact reports despatched within 48 hours. 2. Status Report, Media schedules etc. should be prepared and distributed to the Framework Public Body, on time, as agreed and as required. 3. All Framework Public Body's e-mails to be confirmed by e-mail within 24 hours. 4. All Framework Public Body calls to be returned within two hours. 5. The Contractor will advise the Framework Public Body and agency team of any revision to media schedule prior to booking or copy deadlines as appropriate. 6. Full budget sheets to be issued at the end of every month. 7. The Contractor will provide an estimate of final media costs which must be approved as required by the Framework Public Body in writing and a purchase order raised before the relevant medium is booked. 8. Inform the Framework Public Body and agency teams in good time for any Advanced Booking deadlines. 9. Review meetings between Contractor and Framework Public Body as and when required 	
	<i>Complaints/Issues/Disputes</i>	<ol style="list-style-type: none"> 1. Any disputes over invoices must be resolved within three working days from the dispute arising. 2. Any complaints, issues or disputes must be acknowledged within 24 hours of receipt and resolved within working 3 days. 	

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Quality	<i>Meets Framework Public Bodies needs</i>	<ol style="list-style-type: none"> 1. In responding to a brief the Contractor must consider whether there are any innovative media solutions that could be used to improve the service delivery. 2. All reports to be delivered to the Framework Public Body as instructed.. 3. Estimated costs to be provided to the Framework Public Body within five working days of discussing the campaign. 4. Upon request by the Framework Public Body, the Contractor must provide evidence within five working days that the best possible rates have been achieved. 5. In providing the services described in the SOR, the Contractor shall be committed to providing a high level quality service to the Framework Public Body. This quality of service must be consistent for every individual Framework Public Body irrespective of the value of their requirement. 6. Lessons learned from each campaign to be captured and provided to the Framework Public Body's HR & Recruiting line manager. 	
	<i>Sustainability</i>	<ol style="list-style-type: none"> 1. The Contractor will, as a matter of course, follow the Scottish Government's sustainability objectives in providing the service. 	

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Cost	<i>Invoice Accuracy</i>	<ol style="list-style-type: none"> 1. The media will be bought at the lowest possible rates taking advantage of any special rates which may be available to the Framework Public Body, without comprising quality or effectiveness. 2. Monthly billing run, to include one invoice per media type for each campaign, will be issued to each Framework Public Body, within 30 days following the burst of activity. 3. The Contractor shall aim to achieve 100% accurate invoicing. The accuracy of invoicing should not fall below 95% in any one month. In the event that an invoice is queried, the Contractor and the Framework Public Body shall undertake to resolve the issue within two working days of the dispute having arisen. Where it is not resolved within this period of time, the issue shall be escalated to the Framework Public Body's Contract Manager and Contractor's Account Manager. 	
	<i>Added Value</i>	<ol style="list-style-type: none"> 1. Any new media that is not listed on the Rate Card must be provided to the Strategic Contract Manager. 2. The Contractor must be proactive in proposing measures for and collaborating on the development, implementation and delivery of cost reduction measures. 3. The Contractor must maximise the opportunities for sharing best proactive attraction strategy across Framework Public Bodies. 4. The Contractor is to propose re-wording of adverts to reduce text where appropriate. 5. The Contractor to provide advice on market intelligence and trends, feedback on potential perception/brand image. 	Within 30 days